

Convention and Tourism Advisory Committee

Tuesday, August 7, 2007 – Minutes

Members Present: Kathy Tolbert, Rosie Leek, Ardean Maxey, Ben Vidricksen

Members Absent: Tricia Weems, Jennifer Sturges, Luci Larson, Rachel Dix, Dennis Lauver

Guests/Staff Present: Keith Rawlings – Salina Bicentennial Center; Gary Swartzendruber – Guest; Sylvia Rice, Tiffany Benien, Jo Ann McClure, Andi Pahl – Chamber CVB Staff

Minutes

The Minutes of the July 2007 meeting were reviewed.

Financial Statement

The May & June 2007 Financial Statements were reviewed.

Division Updates:

Sports Market

Tiffany gave the following sports market report:

- **ASA 12U Girls Fast Pitch Class B Northern National Championship** – Fifteen teams competed at Bill Burke Park July 31-August 5 for the ASA National. There were 192 girls plus head coaches at the opening ceremonies at the Salina Bicentennial Center. While numbers of teams were down from expected, hotel rooms were full for the weekend since teams brought more spectators than anticipated. KS ASA deemed the event a huge success. Salina's next opportunity to bid on hosting an ASA National will be 2009.
- **Kansas ASA State Tournament** – The ASA Girls 12 & Under Class B State Tournament was held at Bill Burke Park July 21-22. Competing were 45 teams, 39 were from out of town.
- **AAA State American Legion** – Eight Kansas teams competed this past weekend for the AAA State tournament. This was Salina's second year to host the event. Traditionally, the American Legion pays for the teams' rooms. While Salina is expected to host the event again in 2009, the room payment policy is under review. American Legion will be asking for proposals from hotels to act as tournament headquarters for next year. Room rate and amenities will likely play a large roll in determining the team-lodging site.
- **Kustom Kemps of America** – The KKOA Leadsled Spectacular Car Show was held in Thomas Park July 27-29 and had more than 700 cars registered. This set a record attendance for the show, which Salina has hosted for the past 3 years. According to Event Director, Jerry Titus, the show will return in July 2008. Tiffany and Sylvia will be meeting with KKOA staff to evaluate and suggest improvements for the show prior to its return. Several chamber volunteers helped with the event by taking tickets at the gate. In addition, the Chamber provided gate/traffic security and rental of tables and chairs.
- **Sunflower Bank Softball Showcase** – The Sunflower Bank Softball Showcase will be held Saturday, August 11 at Bill Burke Park. The event started in 1999 and now has more than 200 girls and 30 coaches from all over the United States that participate.
- Tickets for the Salina Chamber's Annual Meeting on January 23, 2008 featuring guest speaker Cal Ripkin are on sale. Less than 200 tickets are available.

Convention Market

Jo Ann gave the following convention market update:

- **KSPTA** – Jo Ann met with KSPTA August 8 and presented them with proposals for October 2007 and 2009, which they signed. This will bring in 300-400 people for a week.
- Jo Ann made sales calls in Manhattan last week and said she will bid on the Kansas Cattleman Association for 2009. There are a lot of conventions planned for January 2008 including KAIA and No-Till on the Plains.
- **Unmanned Aerial Vehicles (UAV) Conference** – Jo Ann said this event is planned for October 2-4 and she will give an update next month on who the keynote speaker will be. Last year was our first time hosting this event. Sylvia Rice said that trainees spend a lot of time in Salina at the National Guard Training Center and we are seeing more opportunities for aviation-related events because of the excellent facilities there.

Tourism Market

Sylvia gave the following tourism market report:

- **Greensburg, KS** – Sylvia, who is also president of TIAK this year, represented that group in Greensburg this past weekend to celebrate the 120th birthday of the Big Well. TIAK supplied Karen Martin, who is director of the Big Well, with a cell phone. There were 50-75 people in attendance for the celebration, which included a balloon release. The event was also covered by KAKE-TV. A documentary on Greensburg is also in production.

- Sylvia and Dick Carter from TIAK traveled to Oakley for a bylaws rewrite. The Kansas Tourism Initiative (KTI) task force will meet in Salina next Wednesday to work on the strategic plan for tourism in total for the state. Senator Nick Jordan is helping spearhead the initiative.
- Sylvia stated that an infomercial for Adventure Times III would not be done, but that some commercial ads will be instead. Some filming was done in Salina yesterday with KSN that will air next month.
- Kansas State Fair – Sylvia announced that we would again participate in the Kansas Travel & Tourism booth. Salina's community feature day is September 7 and Andi is working the booth. We are also doing a give-away basket for the state drawings.
- Bravo Salina Brochure – Sylvia reported that the Bravo Salina project is still underway. Plans are to make a tri-fold brochure. The Chamber will help financially with this project and will be the primary distribution point. A simple web page is also being developed.
- Historic Lee District – Last week Phyll Klima of Salina Downtown, Inc. hosted the unveiling of the Lee District. Three morning meetings were held at the Chamber to familiarize downtown businesses with the concept. A press conference was held at Smoky Hill Museum where Lee president Joe Dzialo unveiled the new logo and a private social followed. There was also a public event held at Campbell Plaza in conjunction with First Thursday. An October Denim Day event is being planned.
- Salina's 150th Anniversary Celebration – Sylvia is meeting with John Highkin today to discuss the citizens committee, a spring kick-off, and great activities to be planned for this event, which will most likely culminate in the fall of 2008.
- Sylvia announced that the next Chamber Business After Hours would be held at the Tri-Rivers Fair on Thursday, July 12 at the Salina Bicentennial Center in the south concourse.
- Kenwood/Oakdale Update – Sylvia reported that the team is made up of real creative and forward thinking people. Salina Parks & Recreation, Salina Bicentennial Center and Saline County have given presentations. The group meets again next week and will also be talking to the City/County staff.

Statistics:

- Sylvia reported that June receipts were down, but YTD receipts are 9% ahead of last year. The STR report shows June 2007 up about 4% compared to last June, the ADR was up 6% and RevPar was up 10%.

Committee Discussion

Kathy Tolbert announced that the maintenance projects at Rolling Hills Wildlife Adventure are finished. She said for the month of August half-price combo tickets would be available at Green Lanterns in Salina. The next Zoo Brew is scheduled for August 24. RHWA is having a Public Safety Weekend this weekend for those that work in public safety service.

Rosie Leek, who volunteers at RHWA, said she has been busy acquiring auction prizes for their volunteer auction.

Ben Vidricksen reported that AAA magazine used an old photo of the state capitol that doesn't include the Ad Astra statue. He also said that Jack Hanni, AAA, would be visiting Salina and wants to do an article on RHWA and Salina.

Gary Swartzendruber said that he believes the Yesteryear Museum is Salina's best-kept secret. He is working on ways the museum can tap in to the community to make them more aware of the museum's assets and events. He also said the scouting museum is still forging ahead.

Ardean Maxey visited the Smoky Hill Museum and enjoyed the sod house exhibit. She also commented on the many talented artists Salina has.

Keith Rawlings said they are gearing up for the Tri-State Fair with its rodeos, draft horse shows and derbies this week. He also announced that the Wheatland Cluster Dog Show would be back in September. The scoreboard installation takes place in September and Keith invited the Convention & Tourism Advisory Committee to meet at the Salina Bicentennial Center for its October meeting to view the new scoreboard. He also announced that there is a Mixed Martial Arts Show (ultimate fighting) coming October 6 and tickets go on sale September 7. Keith also said there's a possibility to bid on an NJCAA wrestling event.

Next Meeting

The next Convention & Tourism Advisory Committee Meeting will be held September 6 at the Chamber.

The meeting adjourned at 8:45am.